

## **CAMBODIA MSME PROJECT**

### **STATEMENT OF WORK**

**Name:**  
**Position:** Tourism Value Chain Coordinator  
**Task Order Name:** Micro Small and Medium Enterprise 2/ Business Enabling Environment  
**Contract Number:** EEM-I-00-07-00009-00, Order No. 04  
**Labor Category:** CCN  
**Period of Performance:** August 1, 2010-September 30, 2012  
**Level of Effort:**

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### **Background**

The USAID Cambodia MSME Project (MSME) is being implemented by Development Alternatives, Inc. (DAI). The Project improves the performance of firms in select value chains, supports public-private dialogue and strengthens the public sector through targeted technical assistance to promote an improved business enabling environment. The project has geographic coverage of 16 provinces in Cambodia.

### **Objective**

- Assist in the scoping, development and implementation of the Project's tourism activities across the three Components, according to the Tourism Strategy and Workplan, including:
  - assessing the Workplan and providing input into the improvement of planned activities, through their contribution of knowledge, experience and ideas;
  - proactively contribute to specific tasks set down in the workplan, such as preparing workshop presentations and materials, coordinating meetings, being a key point of contact for stakeholders, coordinating with Tourism team members and with the three Component leaders;
  - implementing tangible activities under the Workplan, and measuring and reporting on outputs and outcomes of specific activities.

### **Tasks:**

- Prepare weekly written reports on outputs, and submit to the Value Chain Team Leader and Senior Tourism Coordinator.
- Provide weekly updates to the Tourism Team on work performance and upcoming activities.
- Organise work activities according to monthly workplan, coordinating with team members and reporting to the Value Chain Team Leader and Senior Tourism Coordinator.

- Working closely with Tourism Team members, Component Team Leaders, MSME Project members and tourism stakeholders, undertake the following tasks according to the Tourism Workplan, including but not limited to:

### Component 1:

- preparing, advising and implementing planned activities for the Hidden Treasures Contest winners including radio programme content, feedback form training, skills-upgrade training, marketing and promotions training and tour operator familiarisation trip;
- coordinating with Equal Access, Component 2 Team Leader, CHA, CATA and CCBEN, planned communications training activities;
- initiating water and sanitation training for the Hidden Treasures Sites, coordinating with the Water and Sanitation Team members;

### Component 2:

- identifying issues affecting the industry, through working with CATA and CHA, and provide recommendations for facilitating assistance;
- prepare and deliver provincial tourism investment training modules and associated activities, under the direction of the Senior Tourism Coordinator;
- facilitate training and capacity building activities for the CHA and CCBEN, under the coordination of the Senior Tourism Coordinator;

### Component 3:

- facilitating and coordinating activities related to national tourism investment and promotion, working with both public and private sectors;
- assist Component 3 Team Leader with activities related to regulatory training for the Ministry of Tourism;
- facilitate and coordinate government and private sector in their establishment of the national Marketing and Promotions Board, under the direction of the Senior Tourism Coordinator;
- support and facilitate working with the Ministry of Tourism on their national tourism plan and policy, under the direction of the Senior Tourism Coordinator.

## **Reporting**

The consultant will report to the Value Chain Team Leader.

## **Qualifications**

Consultant will meet the following qualification requirements:

- Private sector experience in the tourism sector preferred.
- Experience working in rural Cambodia on tourism capacity building preferred;

- Experience facilitating meetings and providing training for businesses, government officials and community members.
- Solid understanding of value chain approaches and concepts.
- Fluency and strong communication skills in English and Khmer.
- Excellent writing skills in English.
- Khmer language skills .
- Excellent interpersonal skills, ability to communicate effectively and work independently and as part of the team.